

# Apple Inc, US

**AAPL** NASDAQ

Report created on 6/27/16

## Current Rating Overview

Last Close Price  
**\$93.40**

Rating Reiterated on 6/27/16  
**REDUCE**

Rating Accuracy  
**40.0%**

## About the Current Rating

**Downgraded**  
from Hold

**10 Days**  
at Current  
Rating

**-1.8%**  
% Change since  
Current Rating Issued

## Team Member's Rating Information

	Rating Date	Upgrade/Downgrade	Rating	Rating Reiterated
Ford Equity Research	1/15/16	Downgrade	Hold	6/24/16
Jaywalk	5/27/16	Downgrade	Hold	6/25/16
S&P Capital IQ	9/16/15	Upgrade	Strong Buy	6/13/16
The Street.com	4/13/09	Upgrade	Buy	6/26/16
Market Edge	6/17/16	Downgrade	Avoid	6/27/16
<b>ResearchTeam</b>	<b>6/17/16</b>	<b>Downgrade</b>	<b>Reduce</b>	<b>6/27/16</b>

## ResearchTeam Rating Performance (%)

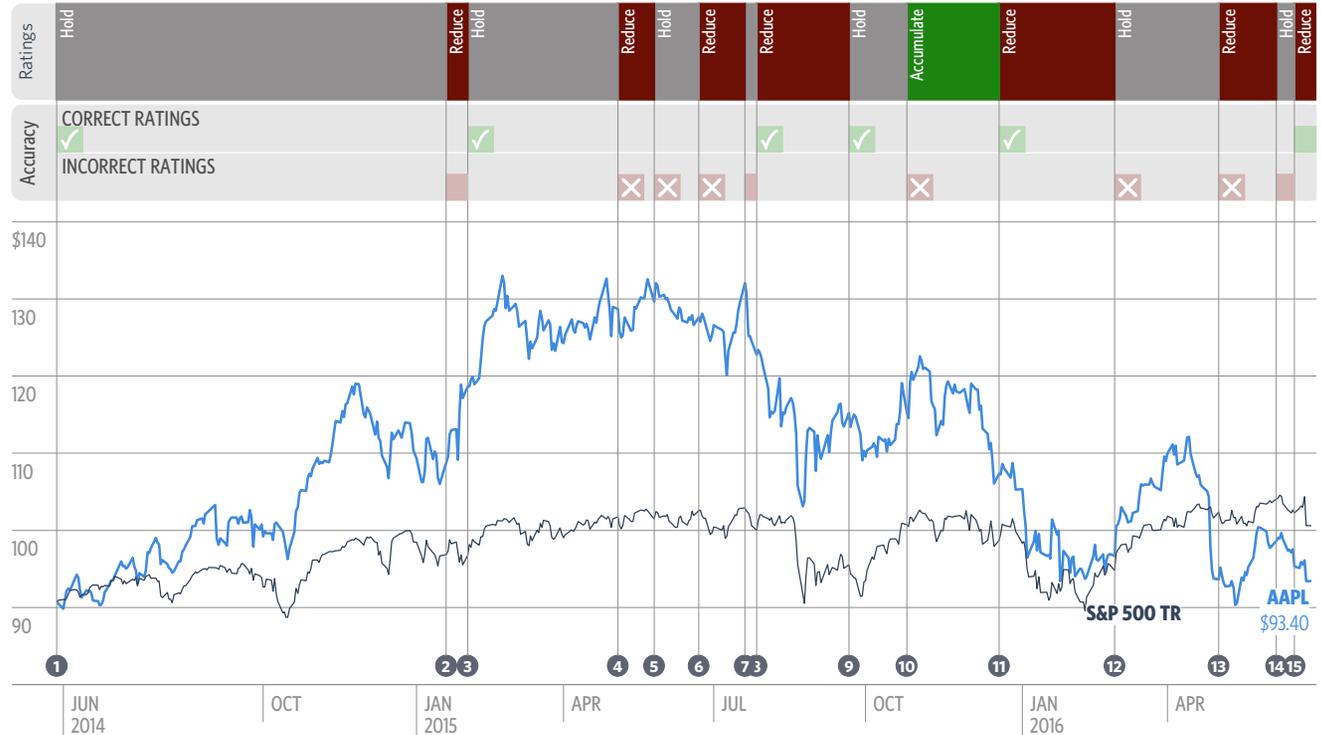
Performance of the ResearchTeam rating is calculated as if this stock was purchased when the team had an Accumulate or Hold rating, and sold short when the team had a Reduce rating.



	1 Month	3 Month	1 Year	Since 1/1/2008
<b>ResearchTeam for AAPL</b>	<b>-1.0</b>	<b>-15.9</b>	<b>-12.2</b>	<b>-13.6</b>
Accumulate Ratings	--	--	-6.0	48.9
Hold Ratings	-4.0	-13.5	-13.3	0.8
Reduce Ratings	3.1	-2.8	7.7	-42.5
<b>AAPL</b>	<b>-7.0</b>	<b>-11.1</b>	<b>-24.8</b>	<b>113.9</b>
<b>S&amp;P 500 Total Return Index</b>	<b>-2.4</b>	<b>0.6</b>	<b>-0.9</b>	<b>67.0</b>

## Rating History & Rating Accuracy

This team has changed its rating for AAPL 15 times over the past 25 months. The direction for each team rating was correct for 6 of the 15 ratings at the end of each rating period, resulting in a rating accuracy of 40.0% and a TTM rating accuracy of 40.0%.



Date of Rating	Rating	Upgrade or Downgrade	AAPL Price (\$) on Rating Date	# of Days at This Rating	Rating Accuracy	Over Rating Period		
						Total Return	% Change in Benchmark	Underperform/Outperform Index
15	6/17/16	Reduce	95.10	10	Correct	-1.8	-2.2	Outperform
14	6/06/16	Hold	99.03	11	Incorrect	-4.0	-1.3	Underperform
13	5/02/16	Reduce	95.18	35	Incorrect	4.7	2.7	Outperform
12	2/29/16	Hold	100.53	63	Incorrect	-5.3	4.6	Underperform
11	12/21/15	Reduce	107.23	70	Correct	-5.7	-2.5	Underperform
10	10/26/15	Accumulate	114.55	56	Incorrect	-6.0	-0.9	Underperform
9	9/21/15	Hold	113.40	35	Correct	1.0	6.5	Underperform
8	7/27/15	Reduce	123.38	56	Correct	-7.7	-6.8	Underperform
7	7/20/15	Hold	130.75	7	Incorrect	-5.6	-1.2	Underperform
6	6/22/15	Reduce	127.03	28	Incorrect	2.9	-0.1	Outperform

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Ratings History table continues on following page

Rating Accuracy  
**40.0%**

**Rating History & Rating Accuracy**

	Date of Rating	Rating	Upgrade or Downgrade	AAPL Price (\$) on Rating Date	# of Days at This Rating	Rating Accuracy	Over Rating Period		
							Total Return	% Change in Benchmark	Underperform/Outperform Index
5	5/26/15	Hold	↗	132.04	27	Incorrect	-3.8	0.2	Underperform
4	5/04/15	Reduce	↘	125.80	22	Incorrect	5.4	1.8	Outperform
3	2/02/15	Hold	↗	118.65	91	Correct	6.4	2.5	Outperform
2	1/20/15	Reduce	↘	109.55	13	Incorrect	8.3	0.9	Outperform
1	5/29/14	Hold	↘	90.43	236	Correct	22.3	7.0	Outperform

## About Us

Markit On Demand is a 340-person design, development, deployment, and hosting services company, dedicated to creating solutions for the Financial Services industry. Our compelling, presentation-rich services for financial professionals and individual investors have won acclaim for our clients.

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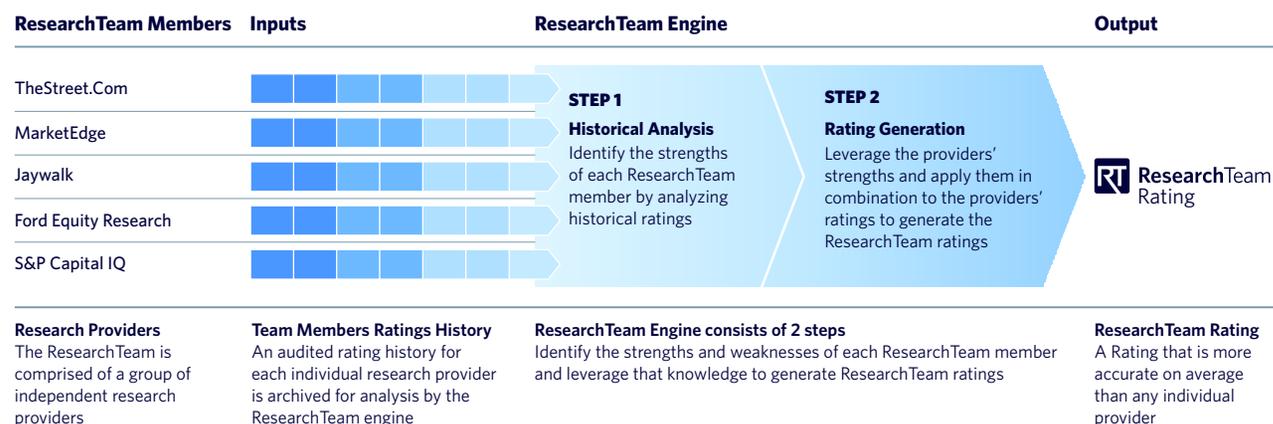
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One of these solutions is ResearchTeam, which draws on our expertise in the areas of research data aggregation and analysis. ResearchTeam allows our clients to find the top performing research providers, use them in combination, measure performance using various performance methodologies and strategies, and easily integrate analysis results through detailed reports, lists, stock screeners, and rating change alerts for their end users.

## ResearchTeam Methodology

ResearchTeam is the consolidation of coverage from each research provider on the team, where a minimum of three providers must have recommendations for a company for ResearchTeam to issue a rating. If a minimum of three research providers do not have a rating for a company, then the team rating for the stock is "Not Rated". All of the research providers must have unanimous Buy ratings for ResearchTeam to issue an 'Accumulate' rating. It takes only one opinion to make any other rating. A single 'Sell' rating will make the team rating for that stock a 'Reduce'.

## How the ResearchTeam Rating Provides Greater Positive Performance



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